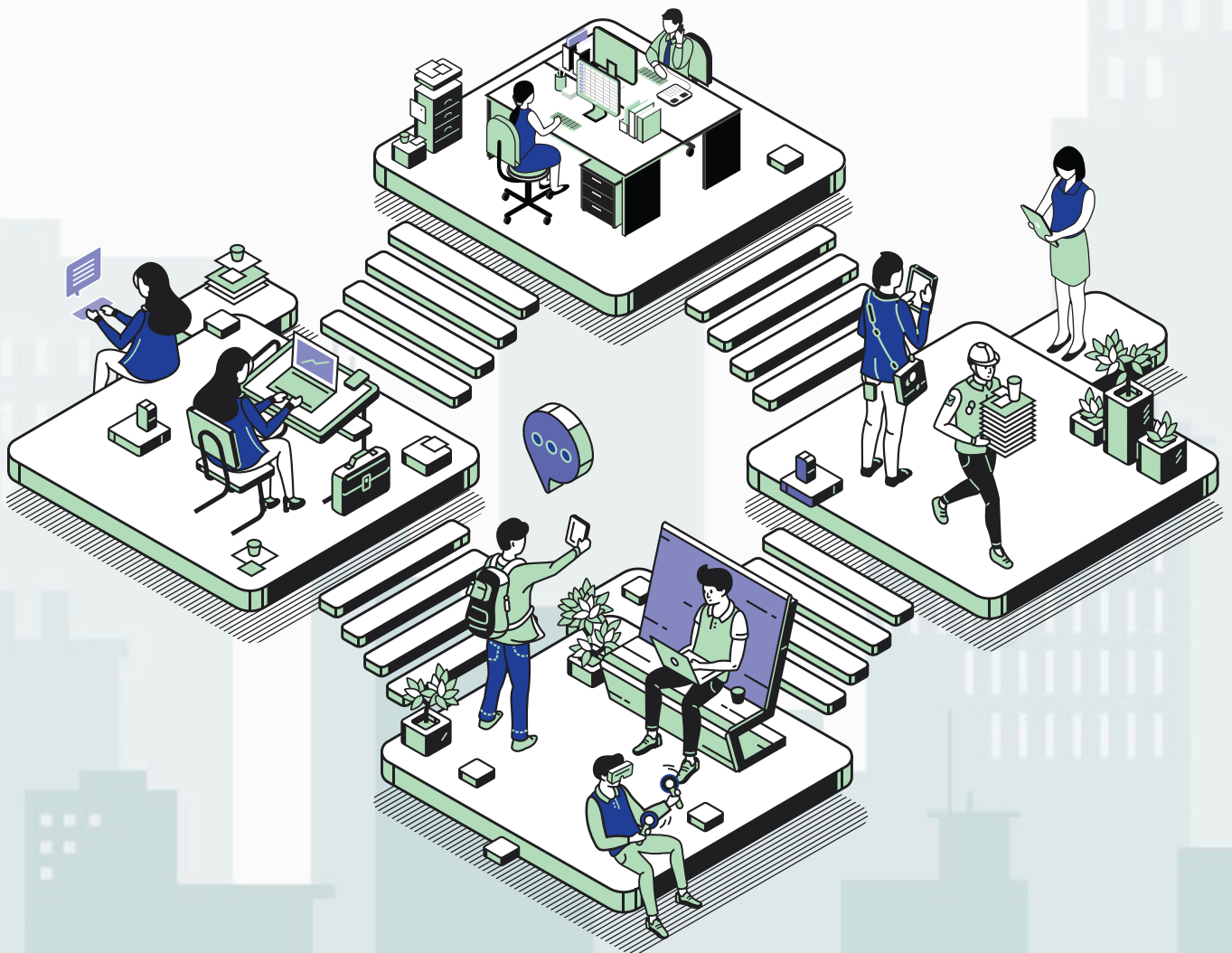




New Age Flex Workspace

Efficiency, Productivity and Coverage



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FOREWORD



MR. ANUJ PURI
ANAROCK Group Chairman

“The Market size of flexible office real estate across the country is expected to aggressively grow, reaching anywhere between 100 million sq ft to 140 million sq ft by 2030.”

The present age may well be defined as a period that is undergoing rapid technological advancements and shifting economic landscapes, which is leading to an evolving workplace dynamic. The concept of work and productivity has been undergoing a profound transformation. The rise of the coworking ecosystem, carving out a niche within the traditional commercial office space, stands as a testimony to the changing nature of work.

As more and more individuals opt for remote and freelance careers, the demand for flexible, inspiring, and professionally equipped spaces has surged. Coworking spaces, with their unique blend of functionality, community, and innovation, have emerged as the answer to this demand.

India has witnessed a rise in the number of flex space operators since the turn of the decade. The growing demand for office spaces across the country and the rise in the independent workforce have been the catalysts of this movement.

Today, such developments are not only limited to the major markets across the country, but also trends are seen to proliferate into tier II & III cities, where the growth and occupancy are continually growing. While it offers flexibility, economic viability and comfort to the workers, employers also stand to benefit from a wide presence across the geographies that enable them to acquire and retain talent from far-off places.

India being a hot bed for startups across various sectors and industries, offers a steady demand for such flexible and economical workspaces. In a post-Covid-19 pandemic world, the hybrid model of work has emerged to provide unique opportunities. This report explores the implications of these changes and provides valuable perspectives on what lies ahead.

The Market size of flexible office real estate across the country is expected to aggressively grow, reaching anywhere between 100 million sq ft to 140 million sq ft by 2030.



EXECUTIVE SUMMARY



MR. UTKARSH KAWATRA
Co-Founder & CEO, myHQ by ANAROCK

“Coworking spaces today offer a plethora of options for all. The various formats and needs are rightfully balanced to serve the needs of employers and employees, with the sole aim to make it efficient and economically viable.”

It is an accepted fact that the future of work is going to be hybrid. However, the proportion that will split work from home and physical presence is still under deliberation. The focus continues to be on physical presence for collaboration, alignment and camaraderie. The frequency of these elements is likely to create a new algorithm that will determine the quantum of office space that will be required while the level and nature of interactions are likely to impact the design and configuration of the workspaces.

Coworking spaces today offer a plethora of options for all. The various formats and needs are rightfully balanced to serve the needs of

employers and employees, with the sole aim to make it efficient and economically viable.

This report delves into the funding landscape, the geographical trends and the market trends that have shaped the flex workspace ecosystem, offering insights into the dynamics of supply and demand. As the flex workspace sector continues to evolve, understanding these trends will be crucial for investors, operators, and policymakers.

We hope that you will find our maiden report insightful to invest, operate, utilise or announce a market entry in the industry.



FLEX WORKSPACES HAVE SEEN AN INCREASING ADDITION OF FRESH STOCK OF SUPPLY

34

million sq ft fresh stock has been added since 2017 across the top 7 cities in India.

20%

of the total office supply addition in the last 2 years have been procured by flex workspaces.

HIGHEST FUND RAISES RECORDED POST-COVID-19 PANDEMIC

Funds raised in post-Covid-19 pandemic era are already

3.3x

of the entire amount raised in pre-Covid-19 pandemic era.

Successful IPOs

have and will continue to bring maturity to the flex workspace industry.

SHIFT IN NATURE OF CUSTOMER BASE FROM FREELANCERS & STARTUPS TO CORPORATE & ENTERPRISE CLIENTS

70%+

YoY revenue growth recorded by flex workspace operators catering to corporate clients in FY23.

THE CUSTOMERS' MODE OF OPERATION (REMOTE/WORK-FROM-HOME/HYBRID) HAS MADE FLEX WORKSPACES THEIR PREFERRED CHOICE

As per our survey,

70%

companies have adopted a hybrid work model.

THE FLEX WORKSPACE INDUSTRY HAS ONLY ARRIVED. THE JOURNEY AHEAD IS OPTIMISTIC AND REWARDING

An average coworking centre of 20,000 sq ft can fetch **internal rate of return of**

40% - 70%

in the next 5 years.

As a result, **major real estate developers** have had and will continue to have a market entry in the flex workspaces industry.

A modern, bright coworking space with a high ceiling and large skylights. In the foreground, a man in a dark polo shirt sits on a large orange leather sofa, working on a laptop. To his left, a woman in a black top sits at a small round table, also working. In the background, two men in white shirts sit at a long wooden table, engaged in conversation. The space is furnished with wooden shelving units, potted plants, and colorful chairs. A blue and white striped rug is on the floor.

THE RISE OF COWORKING ECOSYSTEM



COWORKING SPACE: A GLOBAL PHENOMENON

A journalist drafting content on world peace is not sitting next to another colleague but a developer creating a spine-chilling climax for the game and the keystrokes suddenly make sense to the musician joyfully producing an interlude for the next blockbuster. The usual environment for such a setting is not a café or a coffee shop.

Bernard DeKovan coined the term 'coworking' in 1999 to describe 'working together as equals' instead of 'working together, yet separate'.

In the present time, a diverse set of workers are based out of a magnificent and vibrant office, well equipped with modern amenities and technologies to nurture both body and mind. This is the coworking space that is used by corporate employees and freelancers ingeniously to achieve their purpose with liberty and flexibility, yet affordably.

Do You Know?



Coworking spaces are collaborative hubs where people from different industries and backgrounds work under the same roof.



BENEFITS OF COWORKING

NETWORKING OPPORTUNITY



They help facilitate meeting like-minded people, exchanging ideas and accessing potential customers or suppliers for expanding business operations.

ENHANCED EMPLOYEE PRODUCTIVITY



Due to technology enabled amenities such as virtual office, managed office and conference room directly lead to enhanced employee productivity.

COST EFFECTIVE & FLEXIBLE SOLUTION



They are cost effective and allow a great deal of flexibility and operational ease for the user with respect to lock-in duration and commitment to office complexes.

HEIGHTENED EMPLOYEE MOTIVATION & SATISFACTION



The modernised ambiance and amenities of coworking spaces have a positive impact on employee motivation and work satisfaction.

While this concept seems new in contrast to traditional office settings, the first-ever coworking space was built in 2005 in San Francisco. The Indian subcontinent saw the emergence of these spaces much later, but they are now an up-and-coming concept due to pro-business policy intervention by the government, changing nature of job availability and high growth trajectory of India in a liberalised and open economy.

The Asia-Pacific region has also emerged as an important market for coworking spaces and is seen to be growing rapidly. Hong Kong, China, India, and Japan are among the large centres that are witnessing growth and are envisaged to grow exponentially by the turn of the decade.

Brad Neuberger's San Francisco Coworking Space at Spiral Muse is USA's first coworking space.





MAJOR MILESTONES OF FLEX WORKSPACES IN INDIA



The first time 'coworking' appeared as a trend on Google's database was in 2007.

1990

India's first business centre in New Delhi

2004

Regus becomes the first global player to enter India

2017

WeWork makes an entry in Indian market with mega facility in Bengaluru

India's first institutional funding raised by AWFIS worth USD 20 million

Regus opens 100th centre in Bengaluru

India's first government-owned coworking space to be set up in Mangalore, under FM Nirmala Sitharaman's MPLAD funds

2019

OYO acquires Innov8 for INR 220 crore, marking the first acquisition of the coworking industry

2022

Indian operator AWFIS opens 100th centre in Bengaluru

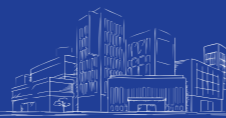
BHIVE opens largest coworking campus of 8,000 seats admeasuring 3 lakh sq ft in Bengaluru

First shopping mall cum coworking facility setup at Aeromall, Pune

India's largest fundraise of the industry by flex workspace operator Table Space worth USD 300 million

2023

Kontor Space becomes the first coworking space to have a successful IPO launch



KEY TRENDS OF 2023



DISRUPTION BY MANAGED OFFICE OPERATORS

Managed Offices or Serviced Offices which are a type of workspace as a service solution, saw active adoption by Indian business tenants.

Major managed office operators saw a

70%+

YoY revenue growth between FY22 and FY23

Source: myHQ Research, ANAROCK Research



MAJOR CORPORATES OPTING FOR FLEX WORKSPACES

They have come up as business tenants and occupiers across the flex workspace, reducing the industry's dependency on startups.

Industry	Company
IT/ITES	Google, Samsung
Energy	Rolls Royce Energy
Finance	Kotak Mahindra Bank
Consulting	EY
Engineering Services	L&T Technology



RISING CONTRIBUTION OF FLEX OPERATORS IN COMMERCIAL OFFICE LEASING

Coworking players had significant contribution in terms of adsorption in commercial real estate in the top 7 cities.

Demand from flex operators is estimated to be over

8 million

sq ft in 2023

Source: myHQ Research, ANAROCK Research



MARKET ENTRY OF REAL ESTATE DEVELOPERS

Major developers have setup coworking of their own. Whether it is Max, Phoenix, Brigade or even standalone real estate owners.

Developer	Flex Workspace
Embassy Group	WeWork India
Brigade Group	BuzzWorks
Brookfield Properties	Cowrks
Vatika Group	Vatika Business Centre

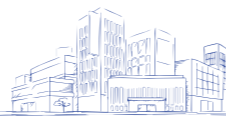


AUTOMATED EMPLOYEE EXPERIENCE VIA TECHNOLOGY SOLUTIONS

Key coworking brands have started using technology solutions to create an experiential workplace via:

- ▣ Asset and inventory management
- ▣ On demand meeting room booking facility
- ▣ Parking automation
- ▣ Smart visitor
- ▣ Access controls

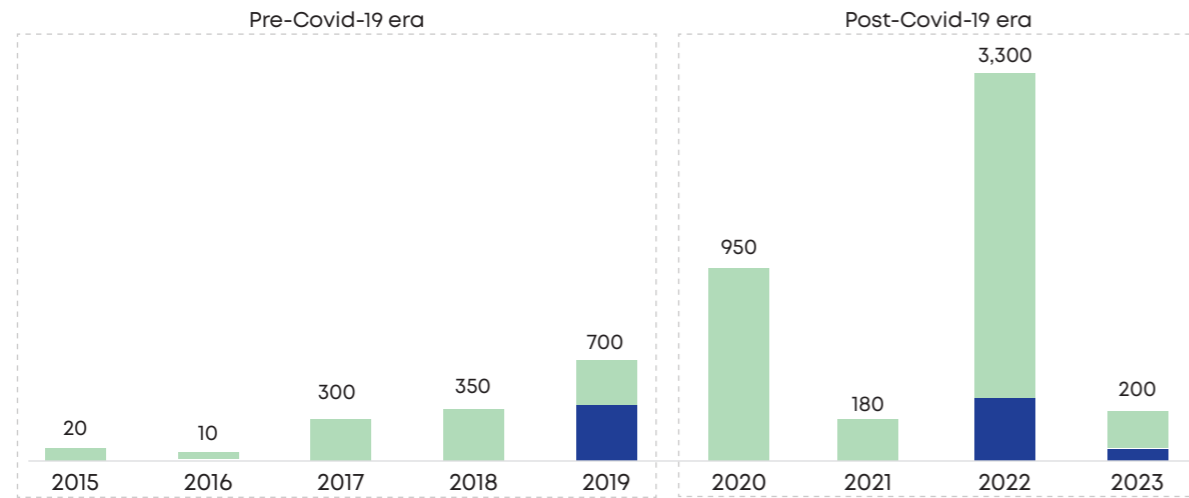




FUNDING LANDSCAPE OF FLEX WORKSPACES INDUSTRY

1 THE SUNSHINE IN COWORKING

The amount raised has grown from a meager INR 20 crore to a soaring INR 3,300 crore in 2022, signalling a very bullish sentiment in the market.



■ Equity ■ Debt Amount (in crore)

*The numbers above are generated via converting USD values to INR values based on the date of the deal
Source: myHQ Research, ANAROCK Research

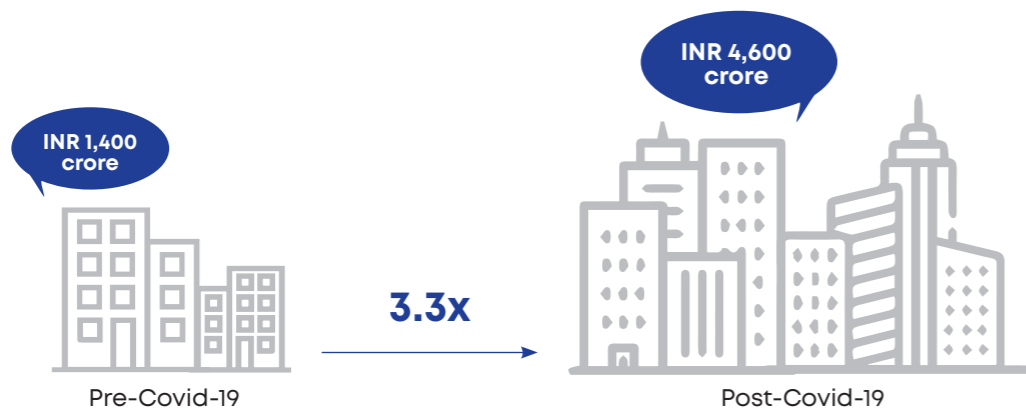
2 2023 HAS PREPPED THE INDUSTRY FOR A BIG BANG IN 2024

After a banging 2022, 2023 might seem like an anomaly. However, it is largely due to major coworking players who have raised huge sum of funds during the end of 2022. This has cascaded into a funding winter in 2023. We are expecting a turnaround for the industry with multiple players going to launch IPO in 2024.



3 COWORKING, THE POST-COVID-19 TRENDSETTER

Funding in coworking sector has been promising, with a 3.3 times influx of funding post-Covid-19 era in comparison to the pre-Covid-19 period. Equity funds did not dry up even at the peak of Covid-19 pandemic in 2020, indicating the firm confidence instilled in the possibility of a rebound post Covid-19.



4 FUNDING LEADER BOARD

The top 4 coworking providers have immensely scaled up in the past decade. Steadfast focus on enterprise clients has helped these firms expand faster. Among these Table Space, which largely focusses on providing managed offices to its clients, raised USD 300 million in 2022 in its maiden fundraise.

SIGNIFICANT FUNDRAISERS SINCE 2015

Coworking Provider	Amount (in INR crore)
Table Space	2,430
WeWork India	1,241
AWFIS	600
IndiQube	325

5 CONSOLIDATION IN COWORKING

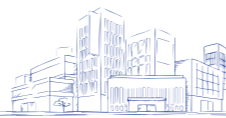
The only consolidation that we have seen in the market (in terms of a smaller player being acquired by a bigger player) was very initially when Innov8 got acquired by OYO. After that, it has largely been the marketplaces where there has been an acquisition.

Year	Brand	Acquired by	Amount (in INR crore)	
2019		Uncube	Cowrks	Undisclosed
2020		Innov8	OYO	220
2022		myHQ	Anarock	Undisclosed

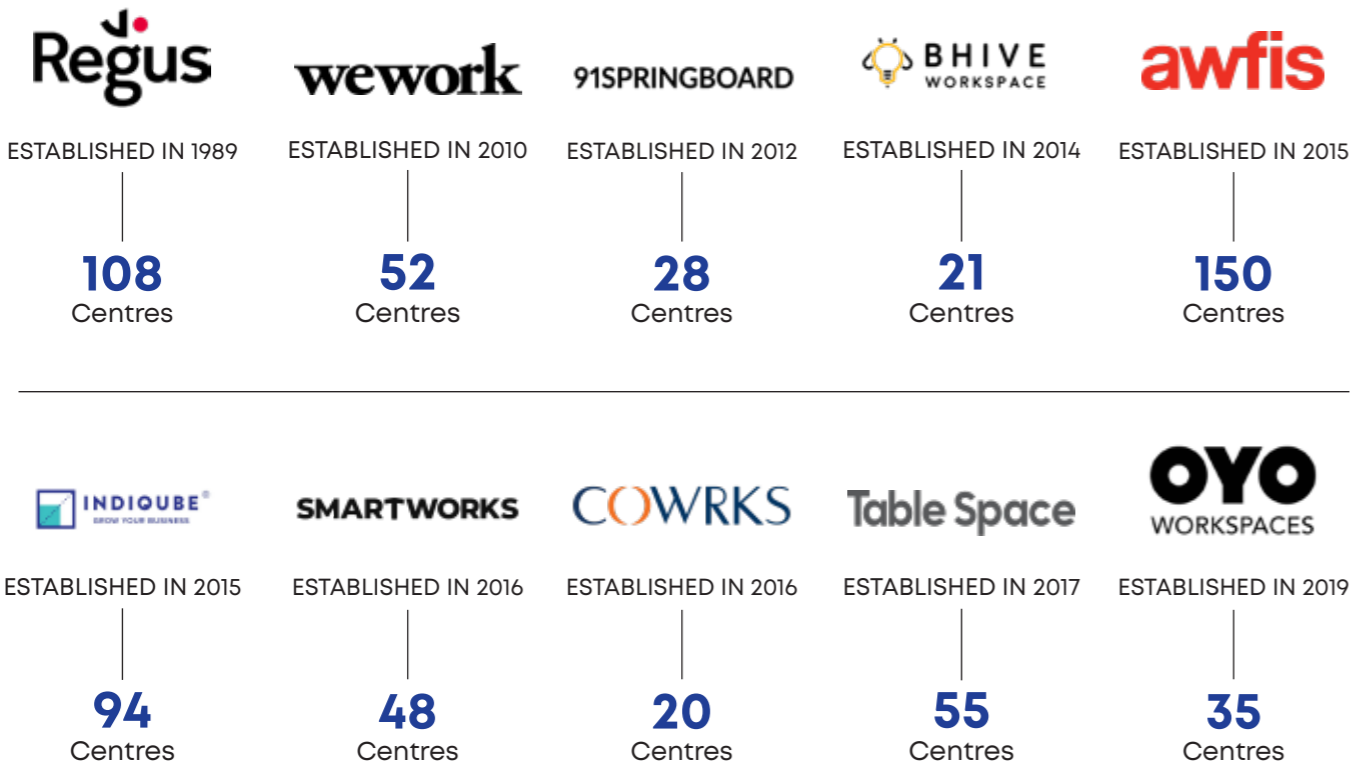




THE INDIAN MARKET



MAJOR COWORKING PLAYERS AND THEIR PRESENCE



The data is correct as of 15th January, 2024

Over 34 million sq ft

of coworking space has been added since 2017 across the major cities.*



Coworking contributes 18%

of the total supply of office space in the top 7 cities' office leasing market.

The coworking ecosystem has been growing at a rapid pace in India. The addition of fresh stock of coworking spaces across the top 7 cities in India and its share in the office space leasing sector have been on a constant rise in the recent past.

What began unpredictably as an amalgamated concept of business centre, shared office and work café, has evolved tremendously to establish a distinct identity of its own. Today, coworking spaces can be found in any city where people desire to work independently. There is an unprecedented demand for such spaces, which is evident from high levels of occupancy at most of the centres. 80% occupancy is observed across many centres, including those present in Tier II cities.

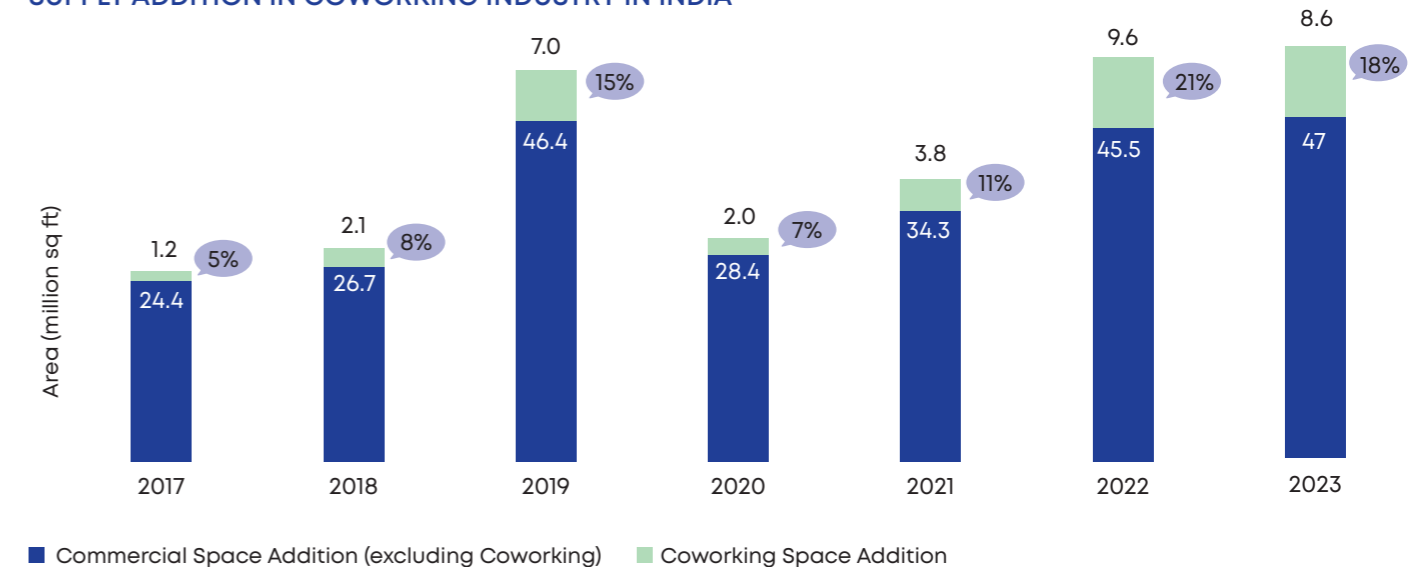
*Top 7 cities: Bangalore, Delhi, Gurugram, Hyderabad, Mumbai, Noida, and Pune.



MARKET SIZE OF COWORKING INDUSTRY IN INDIA

The current market size of flexible office real estate across the country is approx. 55 million sq ft and is expected to grow at an aggressive rate to be between 100 million sq ft to 140 million sq ft by 2030.

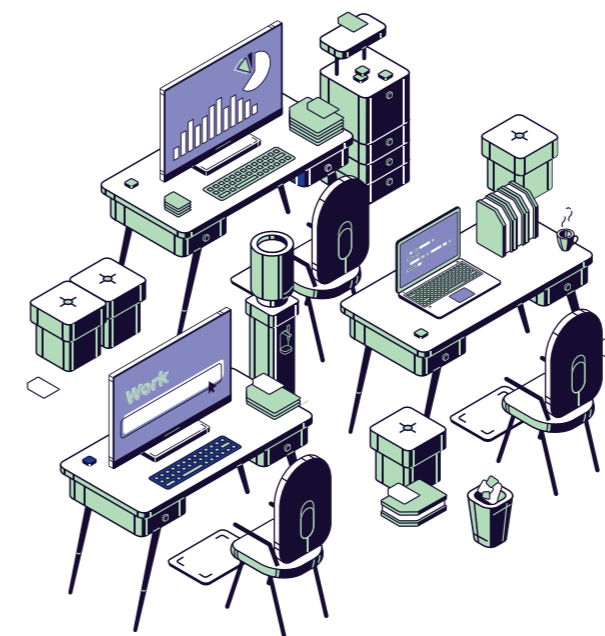
SUPPLY ADDITION IN COWORKING INDUSTRY IN INDIA



Source: myHQ Research, ANAROCK Research

COMPARATIVE ANALYSIS OF INDIAN & AMERICAN MARKETS

One of the largest markets for coworking spaces in the world is the United States of America. It was estimated to be USD 8 billion in 2022 and is expected to register a CAGR of 14.9% to touch USD 24 billion by 2030.



While the Indian market for shared spaces is still at a nascent stage compared to most of the established markets across the globe, we anticipate the segment to grow further.

In comparison to India's market, USA has a mature coworking sector. The YoY comparison for 2019 and 2020 suggests that nations had some points of similarity and differences.

- While Indian real estate saw a heavy dip in addition of new office space during this period, the USA, on the contrary saw slight rise in commercial space addition.

- Both countries, though, saw a decrease in proportion of coworking space added in the year to the total office space added in the same time period.



GROWTH DRIVERS FOR FLEX WORKSPACE INDUSTRY

Covid-19 pandemic has had an irreversible impact on the employee-employer relation. Companies nowadays are acknowledging hybrid-work culture through coworking spaces because they offer:

Location versatility

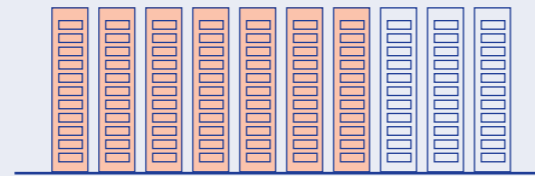
Simplified contractual arrangements

Easy entry-exit alternatives

HYBRID WORK MODEL



The implementation of the hybrid work model and shift from the traditional 9 to 5 work model is driving businesses to seek out flexible spaces. Businesses are starting to recognise the significance of a smart coworking space because of its ability to stimulate new approach to work and thus increase efficiency.



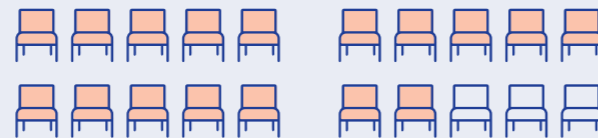
70%

of the companies are following the Hybrid Work Model
Source: myHQ Research, ANAROCK Research

Do You Know?



Hybrid Work Model: It is a flexible approach that combines working in an office environment and working from home.



85%

of the coworking operators have seen an increased demand in the last 5 years
Source: myHQ Research, ANAROCK Research

FLEXIBLE AND CAPITAL LIGHT MODEL



Coworking spaces are cost effective for new startups as they can rent workspaces for a short-term on flexible terms, thus avoiding large capital investment in commercial office space. It also provides the liberty to include additional seats to match their fast-paced growth journey.



REMOTE WORK MODEL



The remote work trend, accelerated by the Covid-19 pandemic, has also fuelled its growth because professionals seek working spaces, both outside their workspace and their homes. This has propelled the rise of flexible day passes as a concept where individuals can book space to work from on daily basis.

Do You Know?



Remote Work Model: It is a work methodology which does not require employees to be physically present at office



2 out of 3 people

believe the demand for coworking spaces would be better than the demand for office spaces by 2030

Source: myHQ Research, ANAROCK Research



STATUTORY GOALS LIKE GST REGISTRATION

While cost optimisation and offering a choice to employees are some of the prime reasons for many corporates to prefer coworking spaces, there are also a significant number of startups which use such spaces more innovatively. Companies in their infancy, with low budgets and ambitious plans, are seen to be registering at coworking spaces for registration of their companies and fulfil the statutory requirements like GST registration.



THRIVING STARTUP ECOSYSTEM

The rise in employment opportunities due to a flourishing tech-enabled startup ecosystem in India and changing the nature of jobs has fuelled the growth of coworking spaces. India has emerged as the third largest startup ecosystem in the world with 111 unicorns after USA and China, as per the Government of India. There are 1,17,254 DPIIT-recognised startups as on 31st December 2023, which have created 12.42 lakh direct jobs. The need for a plug and play option for office spaces has led to rise in managed offices with end-to-end services taken care of by the coworking operator, thus, eliminating the hassle of daily operations and management.



ROBUST INDIAN ECONOMY

A transformative shift towards IT-ITeS sector, soaring Indian service exports along with changing employment structure and nationwide skilling drive have propelled the demand for coworking spaces.

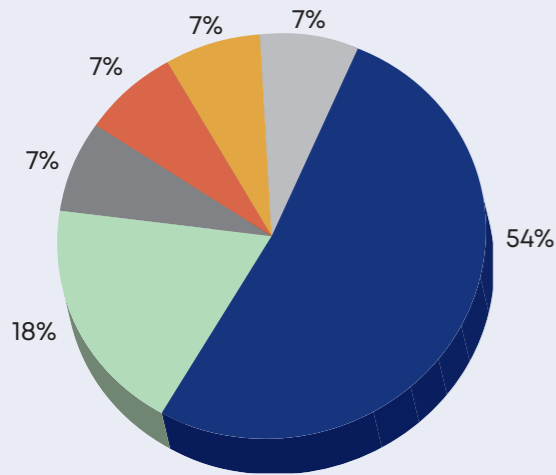
- Indian exports in services in FY23 are estimated to have grown by 26.6%.
- India's gig workforce is anticipated to be 2.35 crore by FY30, as per NITI Aayog.



RAPID URBANISATION

Rapid urbanisation seen since the turn of the century in Indian metro cities has ably reflected in the increased employment opportunities across the major metropolitan centres, which has resulted in rising supply and demand for office spaces. This unending appetite of cities to grow, translating into the burgeoning demand for real estate, has given rise to coworking spaces out of necessity to provide a cost-effective, low capex variant to the traditional office spaces.

MAIN REASONS TO OPT FOR COWORKING SPACES



- Reduce Expenses
- Offer Choice to Employees
- Business Continuity
- Productivity
- Market Expansion
- Others

Source: myHQ Research, ANAROCK Research

Industry operators opine that the growth of coworking spaces is expected to outperform office segment by 2030.



GEOGRAPHICAL SPREAD OF FLEX WORKSPACES IN INDIA



NEW DELHI



GURGAON



NOIDA



MUMBAI



PUNE



HYDERABAD



BENGALURU



REST OF INDIA



Source: myHQ Research, ANAROCK Research

Regional Share of Spaces

FY24 Seat Price (INR/Seat/Month)

YoY Price Change in FY24 from FY23

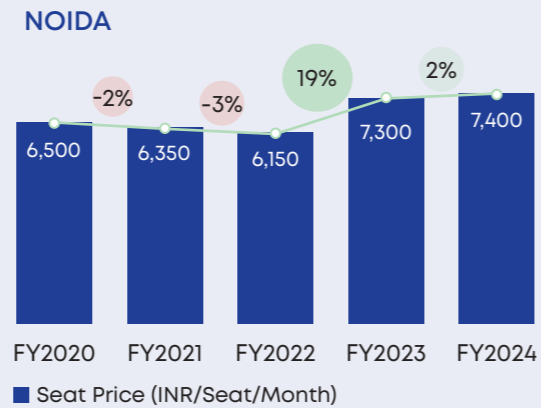
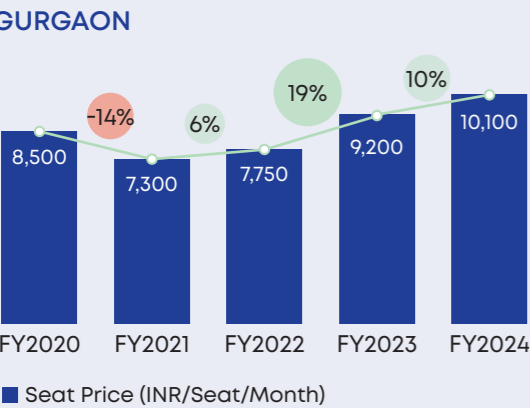
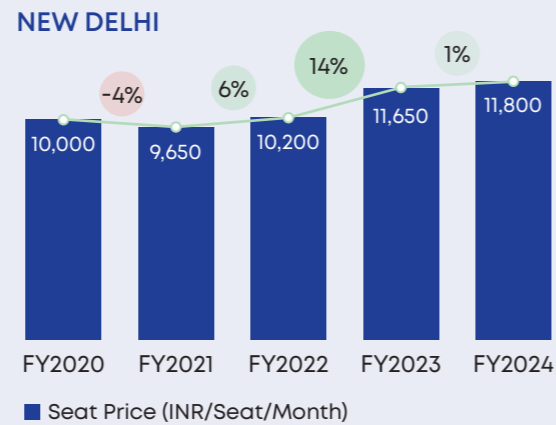
FY26 Outlook for Seat Price



RENTAL TRENDS OF FLEX WORKSPACES IN MAJOR CITIES

DELHI-NCR

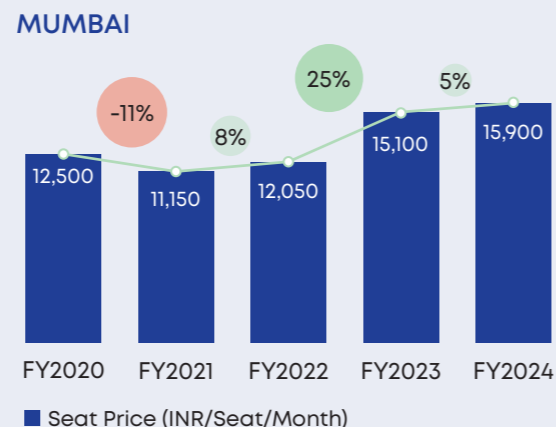
Delhi-NCR is the political and administrative hub of India, attracting a large number of government offices, corporate headquarters, and businesses. The demand for coworking spaces in Delhi-NCR is driven by professionals seeking proximity to government institutions and major business centres. While the rents in these cities are not as high as Mumbai, they still reflect the premium associated with their strategic locations and thriving business environments.



MUMBAI

Mumbai has the highest rents for coworking spaces due to several factors:

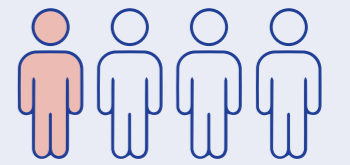
- Financial Hub: Presence of robust business ecosystem
- Limited availability of prime office space
- High rental values in regional real estate industry



Source: myHQ Research, ANAROCK Research

PUNE

Pune is a growing IT and education hub, attracting startups, technology companies, and educational institutions. While the demand for coworking spaces is steadily increasing in Pune, the rents remain comparatively lower due to the availability of affordable office spaces and a lower cost of living.



More than **25%** flex workspaces' operators forecast that there will be **10%+** appreciation in the rental prices

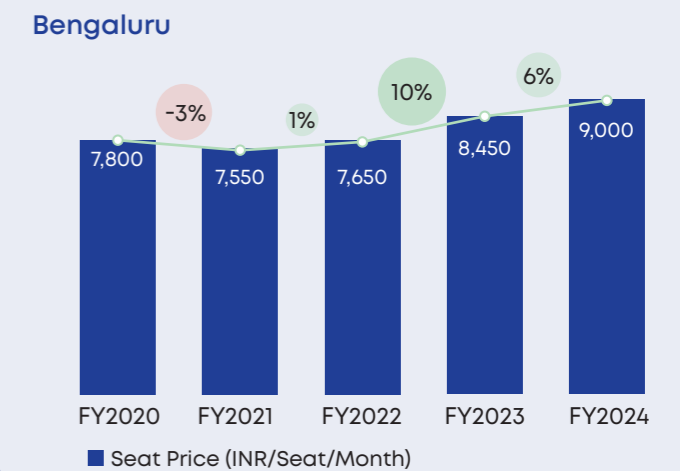
Source: myHQ Research, ANAROCK Research

HYDERABAD

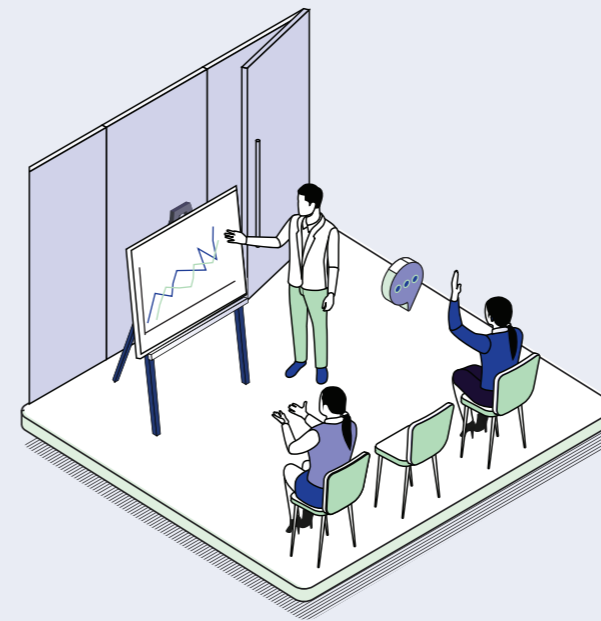
Hyderabad has emerged as a major IT and business destination, with a thriving startup ecosystem. The city offers a favourable business environment, lower operating costs, and a higher quality of life. These factors contribute to lower rents for coworking spaces in Hyderabad, making them more affordable options for professionals and businesses.

BENGALURU

Bengaluru also known as India's Silicon Valley hosts numerous technology companies and startups. The city's vibrant tech ecosystem and the presence of major IT parks make coworking spaces a popular choice for entrepreneurs and freelancers. The micro markets that have benefited the most in Bengaluru are HSR Layout, Indiranagar and Koramangala.



Source: myHQ Research, ANAROCK Research





AN OVERVIEW OF A COWORKING SPACE



ENTERPRISE-GRADE OFFICE SOLUTIONS AT FLEX WORKSPACES

DEDICATED DESK & PRIVATE CABIN

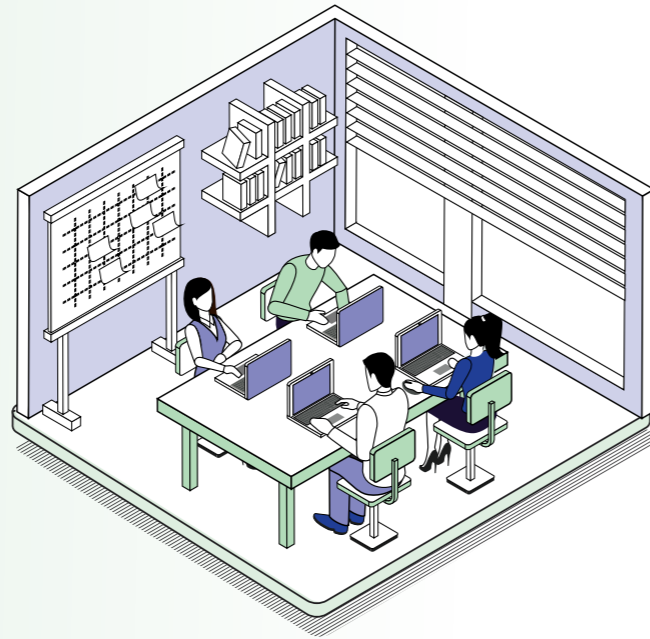
Fixed desks in shared office spaces/private cabins

- Add/remove number of desks as per team size
- Hassle-free, immediately available
- Ideal for individual or small teams

PRIVATE SERVICED OFFICE

Ready to move-in custom offices

- Private office area in a shared space
- Access to common space amenities
- Ideal for 30+ team size



MANAGED OFFICE

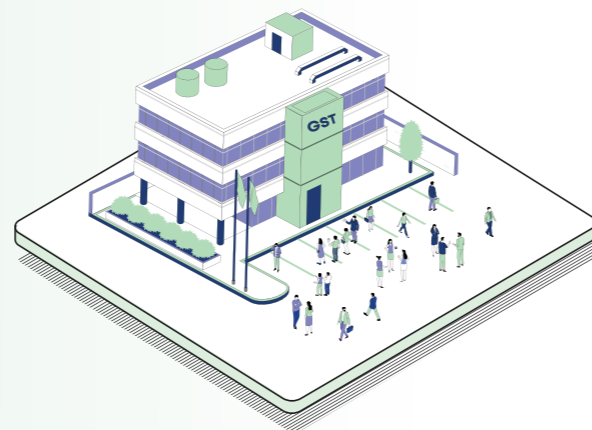
End-to-end serviced offices

- Full-floor offices with private reception area
- Customized layouts, theme colors and design
- Fully managed operations & housekeeping
- Ideal for 50+ team size

VIRTUAL OFFICE

Registration & GST solutions for new businesses

- Benefits of a professional business address
- No physical office costs or high monthly rents
- Full documentation including rent agreement, NOC from landlord & utility bills



DEGREE OF FREEDOM OF OFFICE SPACE SOLUTIONS



ON DEMAND DAY PASS

Fully-functional workspace on-the-go for a day

- No long term office commitment
- Light on pocket
- Ideal for individual or small teams

ALL ACCESS PASS

Monthly membership for accessing workspaces and their amenities nationally and globally

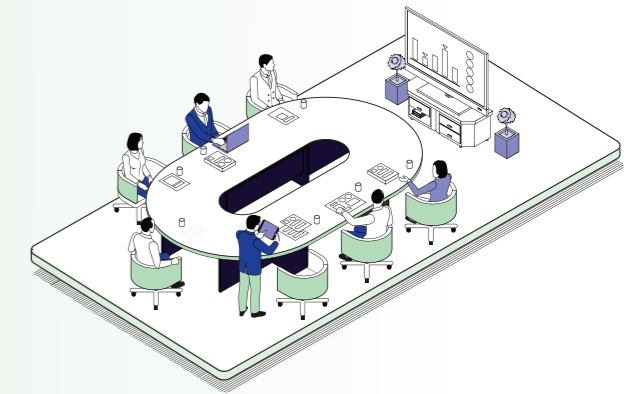
- Universality in accessing locations across geographies
- Unlimited usage per individual
- Unrestrained invite to community events and networking sessions



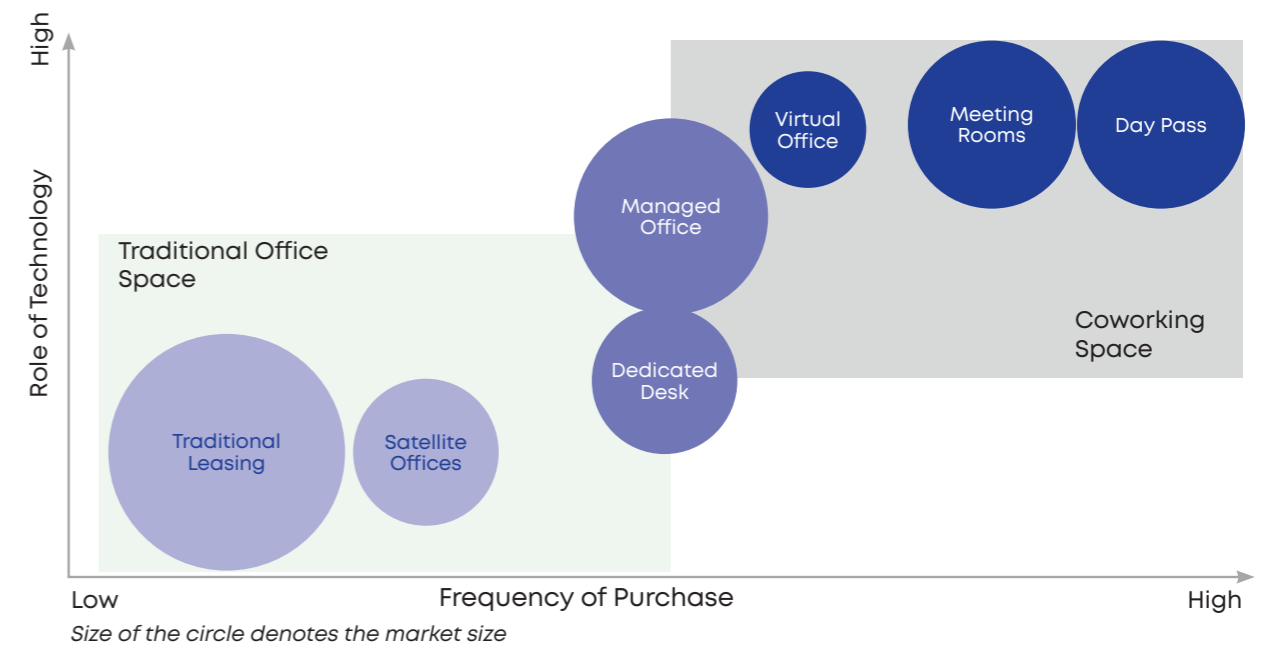
MEETING ROOMS

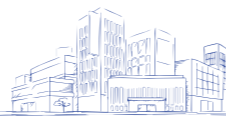
Amenities-enabled rooms booked on-the-go for an hour or a day

- Meeting, conference and training rooms for teams
- Modern amenities for a seamless experience
- Ideal for remote & hybrid teams

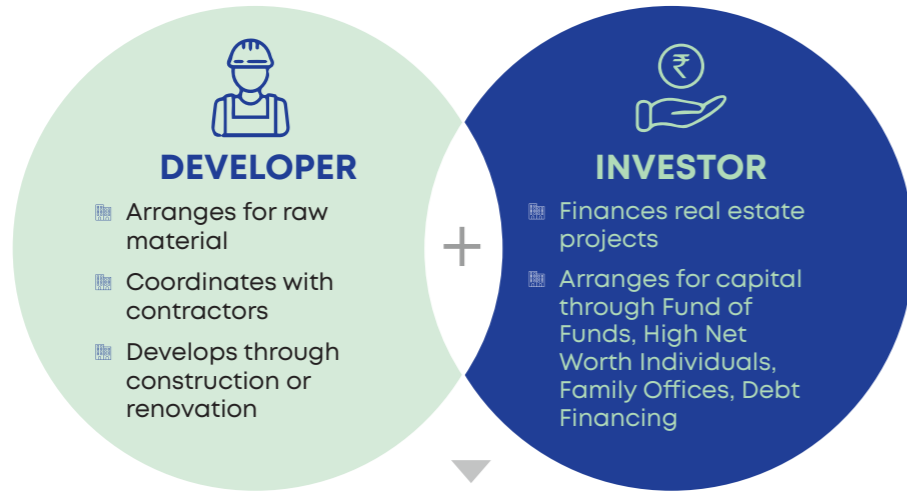


ROLE OF TECHNOLOGY VS FREQUENCY OF PURCHASE OF OFFICE SPACE SOLUTIONS





A NURTURING ECOSYSTEM FOR ALL STAKEHOLDERS



COWORKING OPERATOR

- Entrepreneur and his/her team who run coworking space, managed office or any other workspaces

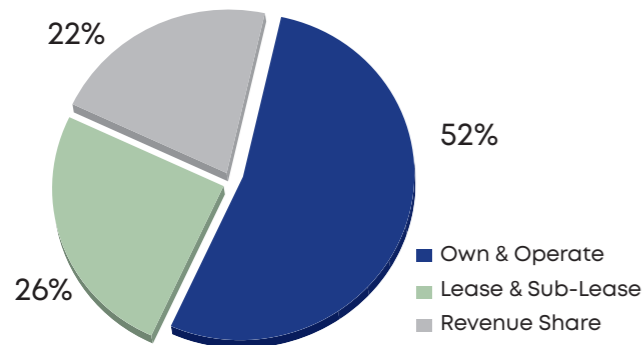
AGGREGATOR

- One-stop destination for finding most suited workspace
- Collect information of inventory across workspaces and populate information on public portal
- Businesses and individuals in need of office space can search, identify and book the desired product online

BUSINESSES/INDIVIDUALS

- The end customer looking to satisfy their short term and long term office requirements.

BEST BUSINESS MODEL TO OPERATE COWORKING CENTRE AS PER COWORKING PLAYERS



Source: myHQ Research, ANAROCK Research

Do You Know?



- Own & Operate:** The landlord owns the commercial property and also operates the centre
- Revenue Share:** The landlord owns the commercial property but gives the operator to run the centre in exchange of a revenue share against a minimum guarantee
- Lease & Sub-Lease:** The operator is in rental agreement with the landlord or an existing tenant



COWORKING OPERATION: A PROFITABLE PROPOSITION

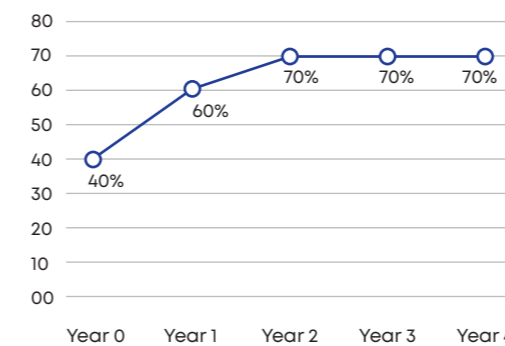
We describe below a market entry case study in coworking industry on the revenue share model and assess the return on investment involved

ASSUMPTIONS OF THE CASE STUDY

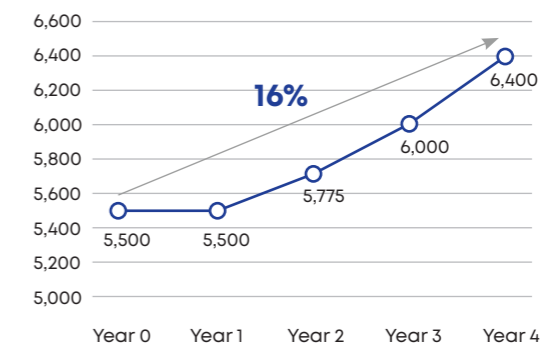
- Warm Shell Office in established office district
- Total Built-up Area: 20,000 sq ft
- Initial Investment: INR 3.5 crore
- Price Escalation: 5% per year

SITUATION 1

Occupancy Rate rises from 40% to 70% in 3 years



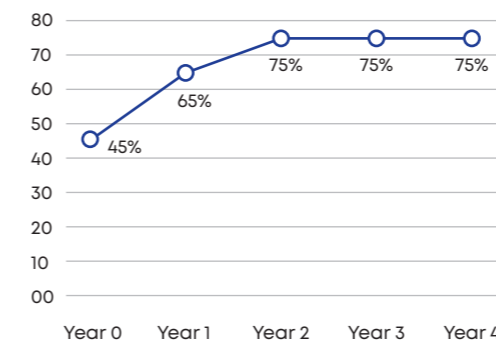
Average Seat Price per month



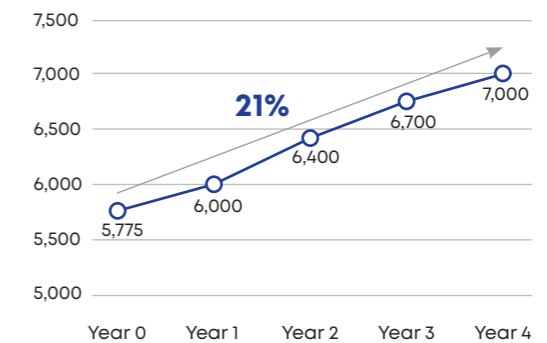
Internal Rate of Return will be 40% over a period of 5 years

SITUATION 2

Occupancy Rate rises from 40% to 70% in 3 years



Average Seat Price per month



Internal Rate of Return will be 70% over a period of 5 years

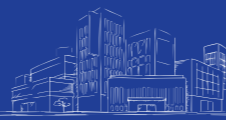
Given the increasing adoption of coworking spaces across the country and its rapid spread into the tier II & III markets, there appears to be no threat to this asset class. However, if there comes a situation that will lead to loss of employment and economic contraction or any other disruption that may affect the requirement of office or workspaces, it may impact growth of coworking spaces.

As the work habit returns to normal and many organisations are looking to encourage their employees to report to office and yet be sensitive to their requirements to work from a space close by, the demand for flexible spaces is likely to remain buoyant in the near future.



FUTURE OUTLOOK

CHAI



WHAT TO LOOK FOR IN 2024

COWORKING IN HOSPITALITY INDUSTRY

Hotels and Food & Beverage outlets have started opening coworking to maximise revenue from day-time unutilised inventory.

EXAMPLES OF SUCH COWORKING SPACES

- 1 Roseate
- 2 Sheraton
- 3 Socials



ANOTHER IPO EXPECTED

Coworking brand **AWFIS** is in process to launch IPO in 2024



MANAGED OFFICE TO DOMINATE THE SECTOR

Companies will continue to operate with 'Hub & Spoke Offices' benefitting Managed Office operators further in expansion.



INNOVATIVE UNUTILISED INVENTORY MONETISATION

Co-shooting studios for content creators will become tangible revenue streams for flex workspaces operators.



CONSOLIDATION IN COMMERCIAL LEASING

Share of flex workspaces in new supply for commercial office leasing will continue to rise in the coming years.



VALUE ADDED SERVICES WILL BECOME SIGNIFICANT

On Demand Services like Day Pass & Meeting Room along with Virtual Office will grow to contribute 20% of the flex spaces' operators' revenue



TECH ADOPTION WILL CONTINUE TO RISE

SaaS solutions for inventory management and pay per go white label applications will see further adoption. Companies like **ANACITY** are growing rapidly in this domain.



WAY FORWARD

The demand for flex workspaces in India has surged in recent years, driven by the ever-changing dynamics of the corporate landscape. As businesses welcome hybrid work policies, coworking spaces have emerged as a preferred choice due to their numerous benefits.

- Cost-effective alternatives to traditional office spaces, allowing businesses to allocate resources efficiently
- Flexibility with 24/7 access and scalability options
- Foster collaboration, networking, and innovation through their open floor plans and diverse communities
- Amenities like high-speed internet and conference rooms, contribute to a vibrant work culture

- Positive impact on work-life balance, mentorship opportunities, and support for niche markets and women entrepreneurship
- Sustainability initiatives like solar panels are reducing carbon footprints

With a projected growth to 65 million sq ft by 2024, the market is strong. High occupancy rates of 90-100% indicate strong demand. This transformation is bound to reshape the work culture in India.



ANAROCK

ANAROCK is the leading independent real estate services company with a visible presence across India and the Middle East. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales on behalf of its clients.

Over the last six years, ANAROCK has expanded from being a residential-focused organization to complementary sectors including retail, commercial, hospitality, logistics & data centres, industrial and land. The firm also specialises in strategic advisory, investment banking, research & valuations and offers app based flexible workspaces and society management services. ANAROCK has developed proprietary technology that is adopted across all its businesses.

ANAROCK has a team of over 2200 experienced real estate professionals who operate across all major markets in India and the Middle East.



About myHQ by ANAROCK

myHQ, established in 2016 by IIT Delhi graduates- Utkarsh Kawatra and Vinayak Agrawal, is a leading player in India's dynamic flexible workspace industry. myHQ's unwavering mission is to empower individuals, teams, and enterprises with the freedom and flexibility to work in any way and from anywhere. The myHQ team strives to achieve this through a commitment to innovation and developing state-of-the-art edge technology to provide transformative workspace solutions.

As of April 2022, myHQ is now a part of ANAROCK, a leading international property consultant, which operates in more than 15 business verticals, covering the entire real estate value chain. With a strong presence spanning over 10 major Indian cities and a network of more than 1500 diverse workspaces, myHQ has helped over 100,000 individuals and teams to find their most suitable and efficient workspace. As we continue to evolve, our goal remains to redefine the future of work by delivering adaptable, tech-driven workspace solutions which elevate productivity, collaboration, and efficiency.

Please scan the QR code to download the myHQ app



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